AmplifyATX
Round Table Kick-Off
Introductions

I Live Here I Give Here Team

GiveGab Team

Table Hosts

Table Introductions

WIFI: ACC Start Here
I LIVE HERE I GIVE HERE
In Austin we have so much to be proud of
We top lots of lists

Livability  Creativity  Tech  Growth  Music  Innovation
And we can do even more...

“Austin is the “least charitable” out of the largest four cities in Texas, and less giving than Texas overall.”

“Austin ranks 33rd out of top 50 cities in terms of giving.”

“Austin is Most Economically Segregated Metro Area.”
Ten years ago we started as a marketing campaign

Today we’re a coalition of generous Austinites who want to make their mark, their way on the city they love
We’re headed into our second decade with a new vision.

LET’S BE THE MOST GENEROUS COMMUNITY IN THE COUNTRY.

Are you ready?
Nonprofit Membership

#AmplifyATX
#GivingTuesday
The BIG Give
See Jane Give
Give Back Jack
Board Internship
KUT Get Involved
Austin American Statesman
$10.3M for 700 local organizations through 62,115 donations

2,814 people raised over $2.6M for their favorite causes

$1.1M raised by employees of 85 local businesses

$45M raised over 6 Amplify Austin Days
AMPLIFY AUSTIN DAY UPGRADES
AmplifyATX Prize Structure

Traditional Prizes

- 4 Grand Prizes - $5,000 to high performing nonprofit
- 24 Hourly Prizes - $1,000 to high performing nonprofit
- 24 Golden Tickets - $100 added to a donor’s gift

Matching Dollars Available

- I Live Here I Give Here Fund
- Category Matching
- Business Fundraiser Matching
Austin Monthly Partnership

The I Live Here I Give Here Magazine

The I Live Here I Give Here Magazine will help connect generous Austinites with giving back to the city they love.

- Publication alongside February Austin Monthly Magazine
- 22,000 mailed copies + digital flipbook
- Editorial tells stories of individuals, companies and nonprofits coming together to give in Austin
- Nonprofit profiles give a snapshot view of mission, service and leadership at competitive 40% discount
Your Amplify Austin Experts

Aaron - COO, VP of Tech, Co-Founder

Casey - VP of Customer Success

Amy - Customer Success Project Manager

Katie - Customer Success Champion
Agenda

- Introduction to GiveGab
- Overview of AmplifyATX.org Platform
- Profile Upgrades
- Engagement Capabilities
  - P2P Fundraising
  - Donation Widget
- Tools & Resources
  - Training & Toolkit pages
  - Customer Success Team
Introduction to GiveGab
Who is GiveGab?

- Tech partner for AmplifyATX.org
- Founded in 2011
- HQ in Ithaca, NY (Austin, TX office)
- 48 employees
- Run over 80 annual giving days
- Nonprofit Giving Platform:
  - Giving Days
  - Community Giving Sites
  - Year-Round Fundraising (campaigns, events, donor engagement)
Our Texas Giving Days
GiveGab’s Mission and Values

Mission:
To make it incredibly easy for fundraising professionals to be great at their jobs.

Values:
1. **Customer Love** is what drives us
2. **Team Culture** is our foundation
3. **We Walk the Walk**
Secure & Reliable

- Annually we help our partners raise over $400M ($200M online)
- Partnered with Stripe - PCI Level 1 Payment Processor
- All participating organizations verified as IRS and State recognized nonprofits
- Fail Safe Redundancy Plans for your Giving Day
  - Load and penetration testing
  - Three cloud infrastructure providers in parallel
  - Highly-available, fault-tolerant, redundant
- Complete Transparency with Nonprofits and Donors
Overview of the AmplifyATX.org Platform
Your New AmplifyATX.org on GiveGab Platform

TOTAL RAISED IN 24 HOURS: $10,353,937
Navigating your Admin Dashboard

Admin Dashboard Overview

High Level Metrics

- **Volunteer Hours**
  Encourage volunteers to log their hours so you can track their impact on your mission over time.

- **Volunteer Opportunities**
  Add volunteer opportunities so that volunteers can sign up and share it with friends.

- **Campaigns**
  Start a fundraising campaign to rally supporters and fund your mission.

- **Events**
  Start a fundraising event to engage your community and promote your cause.

Current Plan: Basic

- **Raise More this #GivingTuesday**
  Sign up for Launch or Boost before November 27, and fundraise with 0% platform fees this #GivingTuesday!

Actions

- Add Administrator
- Edit Organisation Info
- Support Center

2 Giving Days
# Historical Data for Past Participants

## Upcoming Days

**Amplify Austin**
February 19, 2019

## Historical Amplify Austin Data

### Full Historical Profile Info

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<th>ORGANIZATION TYPE</th>
<th>ORGANIZATION NAME</th>
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### Historical User/Admin Profiles

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### Historical Transactions

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### Donation Report

**Total Paid Out:** $86,684.99  
**Total Pending:** $550,645.23

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Adding Administrators to Your Account

Admin Dashboard Overview

High Level Metrics

- **$25**
  - Record Total

- **Campaigns**
  - Start a fundraising campaign to rally supporters and fund your mission.

- **Events**
  - Start a fundraising event to engage your community and promote your cause.

- **Volunteer Hours**
  - Encourage volunteers to log their hours so you can track their impact on your mission.

- **Volunteer Opportunities**
  - Add a volunteer opportunity so that volunteers can sign up and share it with friends.

- **15**
  - Supporters

Actions

- **Add Administrator**

Current Plan: Basic

- **Raise More this GivingTuesday!**
  - Sign up for Launch or Host before November 27, and fundraise with I Live Here's platform for this GivingTuesday!

Learn More

- **Edit Organisation Info**
- **Support Center**
Adding Administrators to Your Account
Seamless Checkout Experience

- All major credit cards accepted
- Securely processed through Stripe
- Option for donors to contribute to the stretch fund at checkout
- Donors always have the option to cover all platform fees on your behalf
  - On average, between 65-75% of donors choose to cover all fees on a Giving Day
Instantaneous Donor Delight

- Customizable Thank You Emails
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Comes from YOUR organization
- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
- Social Share links for more online engagement
- Option to encourage donors to fundraise
Stripe Distribution in 3-5 Business Days

- Your funds raised will go directly to your own checking account via ACH payment
- You will get an email at the end of each day with a summary of donations that have come in that day.
- Payouts are scheduled daily
  - Download your donation report to see payout dates
- If there is ever any issue with the payout transfer, we will work directly with the organization representative to ensure the information is updated securely
# Building Donor Trust

## Organization Information

**Business Name**

This should match the legal business name you have registered with the IRS.

**EIN/Tax ID**

Don't have your EIN? Search here.

**Mailing Address**

**City**  
**State**  
**Postal Code**

**Email**

## Organization Representative

**First and Last Name**

**Last 4 Digits of Organization Rep's SSN**

**Organization Rep's Date of Birth**

**Month**  
**Day**  
**Year**

## Bank Information

**Routing Number**

**Checking Account Number**

*Please note:* Donation payouts will show up as "STRIPE TRANSFER" on your bank account statement.
Profile Upgrades
The Basics

● Logo
  ○ As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand

● Tagline
  ○ A quick one sentence overview of your organization or giving day campaign

● Website
  ○ Add your website so donors will be able to learn more about your organization
Logan’s Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan’s Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her heart and she’ll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups. Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their forever homes.

Your donation will help us continue offering these services for years to come.
Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels
Extending Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift
- Comes directly from your organization’s contact
Viewing & Sharing Your Profile

Amplify Austin
February 28, 2019

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Amplify Austin.

- Add Your Organization's Info
  Let people know who you are.

- Add Your Story

- Get Verified to Collect Donations

- Add Donation Levels
  Show your donors the impact their donation makes.

- Add a 'Thank You' Message
  Personalize your auto-response for donors ahead of time.

- Add Fundraisers
  Recruit peer-to-peer fundraisers to expand your network of donors.

Share Your Page
https://www.amplifytx.org/organizations/i-live-here

View Your Page
Adding Volunteer Opportunities

1. Navigate to the volunteer opportunities page from your admin dashboard
Adding Volunteer Opportunities

2. Complete the Volunteer Opportunities Form

3. Once you've added the details of your opportunity click the "Create Opportunity" button to publish your volunteer opportunity on GiveGab.
Adding Volunteer Opportunities

- Volunteer opportunities will appear to donors directly on your Amplify Austin profile!
- Keep this section updated!
  - People use the site year-round to search for causes + ILHIGH uses that information to connect nonprofits to opportunities.
Donation Widget

- Embed a donation widget directly to your own website to direct donations to your Amplify Austin campaign
- Customize the color and text on the donation button to personalize this call to action
- Donors can give to your Amplify Austin Campaign without leaving your website.

Donation Button Settings
Add a GiveGab donation button to your website

Step One: Choose button text
Donate Now

Step Two: Choose button color
#BCC640

Step Three: Copy and paste this code into your website

<scrip src='https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js'/>
<button class='givegab-button' data-campaign-id='80585' data-host='https://www.givegab.com' data-org-id='455085' style='background-color: #BCC640;'>Donate Now</button>

Click this button to preview your donation form.
Note: Donations made through this preview form are test donations. Your credit card will be charged.

Donate Now
Donation Widget

I Live Here I Give Here

Dollars Raised: $20
Goal: $10,000
0%

$10  $25  $50  $100

OR

$ Choose your own amount

Make this a recurring gift.

Next

Securely processed with:

SSL  256 Bit Encryption

Learn more about how your information is used following a donation.
Engagement Capabilities
Peer to Peer Fundraising

Peer-to-Peer Fundraising is an opportunity to enhance your organization’s...

- **Reach** - Expands your reach to a new network of potential donors by tapping into your fundraiser’s network
- **Stewardship** - Provides a new opportunity to engage with existing supporters by sharing their personal connections
- **Engagement** - Establishes more vested interest in your organization through active supporter participation
- **Trust** - Highlights your existing connections with passionate supporters, making donors confident in your cause
- **Fun** - Creates an opportunity for friendly competition and social sharing during the big event!
Setting Up Your Fundraisers

**Amplify Austin**  
February 28, 2019

**Get Set Up**
Complete the steps below to be sure that you are set up and ready to participate in Amplify Austin.

1. **Add Your Organization's Info**  
   Let people know who you are.

2. **Add Your Story**

3. **Get Verified to Collect Donations**

4. **Add Donation Levels**  
   Show your donors the impact their donation makes.

5. **Add a 'Thank You' Message**  
   Personalize your auto-response for donors ahead of time.

6. **Add Fundraisers**  
   Recruit peer-to-peer fundraisers to expand your network of donors.

**Time to launch:**
107 days

- Add An Administrator
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button
- View Registration Info

**Share Your Page**
https://www.amplifytx.org/organizations/I-live-here

**View Your Page**
Setting Up Your Fundraisers

Add Fundraisers
Recruit peer-to-peer fundraisers to expand your network of donors.

Search Fundraisers

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story
I support this organization's mission and I want it to have a greater impact on the community.

Set Fundraisers' Goal
$ 500 .00

Each fundraiser may customize his or her story and goal by logging into GiveGab.
Setting Up Your Fundraisers
Setting Up Your Fundraisers

Write a Message to Your Recruits

To: Katrina Grein
Subject: Let's make a difference together!

Message:
Please join me in fundraising on our behalf for Day of Giving!
Setting Up Your Fundraisers

Add Fundraisers

- Search Fundraisers
- Download CSV
- Add Fundraisers
- Message All

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<td>$0.00</td>
<td>$500.00</td>
<td></td>
</tr>
</tbody>
</table>

- Allow New Fundraisers to Sign Up
- Set Fundraisers' Story
  - I support this organization’s mission and I want it to have a greater impact on the community.
- Set Fundraisers' Goal
  - $5.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save
Your Fundraiser’s Toolkit

Tell Your Story
Let people know why you’re fundraising.

Make a Donation
Show people that you’re committed.

Reach Out
Ask for the support of your inner circle.

Share Socially
Tell the whole world about your fundraiser.

Give Thanks
Thank your supporters.

Progress
$0 Raised of $500 Goal
85 Days Left
0 Donors

Share your Fundraiser:
https://www.theamazinggive.org/p2p/ali

Need some inspiration?
Check out these great fundraising ideas over on the GiveGab blog.
P2P Impact - Spring 2018 Giving Days

- P2P fundraisers have a huge impact on the success of campaigns that use them.
- On average, NPOs using P2P raised 330% more than NPOs not using P2P!!!
- Yet, only about 20% of participating NPOs leveraged P2P fundraisers for their campaigns.
Resources
The Nonprofit Toolkit has everything you need to plan, prepare, and promote Amplify Austin and reach your goals!

- Customizable Templates
- Communication Timelines
- Helpful resources for your board members, volunteers, and fundraisers
Trainings & Learning Opportunities

- Live Webinars
  - Monthly webinars by the GiveGab Customer Success Team

- In Person Workshops
  - I Live Here I Give Here Workshop, Wednesday, January 23

- Pre-Recorded Training Videos
  - [https://www.amplifyatx.org/info/workshops](https://www.amplifyatx.org/info/workshops)

- Support Articles
  - [http://support.givegab.com/](http://support.givegab.com/)

- Blog Articles
  - [https://www.givegab.com/blog/](https://www.givegab.com/blog/)
GiveGab Customer Success Team

- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
  - Look for the little blue chat bubble!
Thank You!

Have questions?
Email us at customersuccess@givegab.com
Q&A

Have questions?
Email us at customersuccess@givegab.com
TABLE DISCUSSION

30 MINUTES
What’s Next?
#GivingTuesday

Go beyond a single donation and take action for change

Kicking off year end giving by promoting doing good and monthly giving

Our goal is to bring new, young & emerging donors to invest in our community.

Increasing awareness about local organizations and galvanizing the community to give back to the causes they care about with a call to action.
Taking Action for Good

Challenging the community to take TWO MILLION Actions for Good!

What is an Action for Good?

- Volunteering
- Fundraising
- Becoming a Monthly Giver
- Donating to a Cause
- Attending a Nonprofit Event
- Spreading the Word
- #GivingTuesday #ILiveHereIGiveHere
- and many more!
Marketing Campaign

Promoting #GivingTuesday through KUT/KUTX, City Poster Campaign, PR, and Social Media

Social Media Campaign will be a grassroots approach to encourage givers in our community to tell their story and celebrate the causes they love.

Consider creating your own Day of Doing Good Social Media Post! What is your end-of-year Call To Action?
Community Engagement

Engaging local businesses in a conversation about #GivingTuesday and opportunities for their employees to make an impact at year-end.

Inviting our community of givers to the #GivingTuesday Pop Up Party at Big Medium’s Canopy on November 27th. Come celebrate doing good with us!

#ILiveHereIGiveHere photobooth will tell the stories of why you give and engage hundreds of locals in a conversation about giving back.
How Do I Participate?

1. Register!
2. Have your profile ready.
3. Run a campaign!
4. Get your Fundraisers going!
5. Report in.

#GivingTuesday
on AmplifyATX.org

BECOME AN I LIVE HERE I GIVE HERE NONPROFIT MEMBER
#GivingTuesday is the second biggest day in the nation for giving after December 31st. Make sure you can be found on the central hub for Central Texas by registering as a nonprofit member.

UPDATE YOUR AMPLIFYATX.ORG PROFILE
Update your AmplifyATX.org profile with volunteer opportunities and any end of year or #GivingTuesday events so that individuals can connect with you!

RUN A CAMPAIGN
Research shows that nonprofits who launch their year-end campaigns on #GivingTuesday raise, on average, 5 times more during year-end. AmplifyATX.org is available year-round to run a fundraising campaign. Let us know what you're planning so we can help spread the word!

IGNITE YOUR FUNDRAISERS
#GivingTuesday is the kick-off to your end of year giving campaign. Ask your community to spread the word about this global movement and how you are changing your community. Check out the Giving Tuesday Toolkit to get your gears going.

REPORT IN
As the Central Texas Community Leader, we will be gathering your #GivingTuesday results to show the world what it means to do good in Central Texas. Use our Reporting Form this November to share your fundraiser's success, volunteer hours, in-kind donations and more!
Registration

Early Bird Rates End - November 16

Membership Renewal Closes - December 14

New Member Registration Closes - January 11

Special Announcement

Register by November 16th to be entered to win $200 donated to your nonprofit from I Live Here I Give Here on Amplify Austin Day!
Important Dates

#GivingTuesday Campaign - November

#GivingTuesday - November 27

#GivingTuesday Popup Party - November 27

#GivingTuesday Reports Due - November 30

The I Live Here I Give Here Workshop - January 23

The I Live Here I Give Here Magazine Released - February

Amplify Austin Day - February 28 - March 1
Thank you to our Sponsors!
THANK YOU!
Questions?

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